

Message Text

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TO AMEMBASSY BERLIN

S E C R E T STATE 183491

E.O. 11652 GDS DECLAS 12/31/85
TAGS:
SUBJECT: AGENCY REVIEW OF THE FY 78 CP

REFERENCE: A) USIA 18505-U; B) BERLIN 5684-C

FOR P AND C FROM LEWINSOHN

I. INTRODUCTION

IEU, IOP, AND THE DEPUTY DIRECTOR HAVE REVIEWED YOUR COUNTRY PLAN IN THE LIGHT OF THE DIRECTOR'S GUIDELINES. WE HAVE BEEN URGED AND BEEN ASKED TO URGE YOU TO GIVE VERY SERIOUS THOUGHT TO THESE NEW GUIDELINES AND TO ENSURE THAT YOUR PROGRAM HAS THE FOCUS AND QUALITY WHICH MUST CHARACTERIZE ALL OF OUR EFFORTS. WE RECOGNIZE THAT YOU DID NOT HAVE THE GUIDELINES IN HAND WHEN THE CP WAS DRAFTED.

THEREFORE, WE THOUGHT IT WOULD BE HELPFUL TO DESCRIBE TO YOU THE STEP-BY-STEP ANALYSIS WE HAVE UNDERTAKEN. WHERE APPLICABLE, WE HAVE ATTEMPTED TO PROVIDE SUGGESTED LANGUAGE FOR ANY NECESSARY

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REVISIONS. WE HOPE IN THIS WAY TO EASE THE BURDEN ON THE POSTS AND FACILITATE YOUR RESPONSE. FINAL APPROVAL WILL BE BASED ON YOUR REVISED SUBMISSION.

SINCE WE EXPECT TO MERGE THE ZBB-CP PROCESSES WITH THE DEPARTMENT'S PARM CYCLE FOR THE NEXT FISCAL YEAR, WE BELIEVE IT ESSENTIAL TO BEGIN NOW BY ALIGNING CP'S WITH PARM'S. WE REALIZE THIS IS AN EX POST FACTO EXERCISE SINCE MANY CP'S WERE PREPARED BEFORE THE PARM EXERCISE

WAS COMPLETED. WHERE AVAILABLE WE HAVE WORKED WITH THE DEPARTMENT'S
REPLY TO YOUR MISSION PARM. BECAUSE WE QUOTE FROM THE PARM, THIS
DOCUMENT IS CLASSIFIED. YOUR REPLY SHOULD BE UNCLASSIFIED,
IN TELEGRAPHIC FORM, AND FOLLOW THE FORMAT IN THE CP INSTRUCTIONS.
(CM 241-U; 3/15/77)

II. SUMMARY

A. OBJECTIVES: EVEN IN CASES WHERE USIS OBJECTIVES MEET THE NEW
GUIDELINES, IEU BELIEVES IT IS IMPORTANT TO ALIGN THEM NOW WITH THE
PARM AS APPROVED. FOR P AND C BERLIN WE BELIEVE YOUR OBJECTIVES
WILL, WITH MINOR REVISIONS DESCRIBED BELOW, MESH WITH PARM
OBJECTIVES.

B. RATIONALE: THE RATIONALE MUST REFLECT U.S. INTERESTS AND POLICY
REQUIREMENTS AS OUTLINED IN THE PARM. WE FIND YOUR RATIONALE
APPROPRIATE.

C. A GENERAL STATEMENT ON AUDIENCES, PROJECT PROPOSALS, AND
ONGOING ACTIVITIES: THERE ARE MINOR PROBLEMS WITH AUDIENCE FIGURES,
AND AN INFLUENCE STRUCTURE SUMMARY IS MISSING. THE POST'S PROJECTS
ARE VALID. ONGOING ACTIVITIES ARE EXCELLENT REFLECTIONS OF THE
POST'S DAY-TO-DAY OPERATIONS.

III. ANALYSIS

A. U.S. POLICY OBJECTIVES

1. PARM OBJECTIVES TO BE ADDRESSED: THE GDR PARM DEFINES THE
U.S. INTEREST AS BEING ROOTED IN U.S. SECURITY CONCERNS. FROM
THIS BASIC PRIORITY, A SECOND ORDER OF INTERESTS LENDS ITSELF TO
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PUBLIC AFFAIRS TREATMENT:

A. ESTABLISH AN AMERICAN PRESENCE WHICH COULD INFLUENCE
PUBLIC ATTITUDES IN THE DIRECTION OF REDUCING THE DESIRE OR CAPACITY
OF THE GDR TO PURSUE POLICIES HARMFUL TO U.S. INTERESTS IN CENTRAL
EUROPE.

B. REINFORCE LATENT TENDENCIES TOWARD RESPECT FOR U.S.
TECHNICAL AND SOCIAL ACHIEVEMENTS EXPOSING EAST GERMANS TO THE
STRENGTH, DYNAMISM, AND APPEAL OF AMERICAN SOCIETY.

C. TO EXTENT COMPATIBLE WITH NATIONAL SECURITY PROMOTE THE
SALE OF U.S. GOODS AND SERVICES.

2. STATEMENT OF PUBLIC AFFAIRS OBJECTIVES

A. POLITICAL SECURITY

I. DEMONSTRATE THAT THE U.S. REMAINS A STRONG NON-
BELLIGERENT POWER WHOSE PRIMARY INTEREST IN EUROPE IS THE MAINTENANCE
OF A STABLE ORDER IN WHICH GOVERNMENTS RESPECT EACH OTHER'S SOVEREIGN
TY

II. SHOW THAT U.S. CONCERN FOR BASIC HUMAN RIGHTS IS
HISTORIC AND CONTINUING, YET COMPATIBLE WITH THE CONCEPT OF NON-
INTERFERENCE IN OTHER NATIONS INTERNAL AFFAIRS.

B. ECONOMICS

I. TO THE EXTENT COMPATIBLE WITH NATIONAL SECURITY
PROMOTE THE SALE OF U.S. GOODS AND SERVICES.

B. POINTS OF COMMUNICATIONS TENSIONS

1. DISCUSSION

A. THE STRATEGIC PREDOMINANCE OF THE USSR IN THE GDR.

B. LONG-STANDING U.S. SECURITY, ECONOMIC, AND TRADITIONAL TIES WITH THE FEDERAL REPUBLIC OF GERMANY.

C. THE U.S. POSITION CONCERNING WESTERN ACCESS TO BERLIN.

D. THE SOCIALIST UNITY PARTY'S TIGHT CONTROL OVER THE GDR POPULATION AND MEDIA.

E. THE GDR'S LACK OF MFN TREATMENT IN U.S. TRADE POLICY.

THE U.S.S.R. MAINTAINS A STRONG HAND IN THE GDR BY VIRTUE OF ITS

LARGE MILITARY FORCES THERE AND THROUGH ITS POWERFUL INFLUENCE OVER THE

GDR PARTY STRUCTURE. ON THE OTHER HAND, WESTERN ORIENTED EAST

GERMANS WHO HISTORICALLY HAVE LITTLE LOVE FOR THEIR FORMAL SOVIET

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ALLIES, ARE ATTRACTED TO THE U.S. THE GDR GOVERNMENT DOES NOT TRUST ITS POPULATION, AND MAINTAINS STRONG INTERNAL DISCIPLINE AND RIGID IDEOLOGICAL CONTROL. THE U.S.S.R. IS CONTINUALLY LAUDED IN THE GDR MEDIA, AND U.S. POLICIES AND DEVELOPMENTS ARE THE TARGET OF CONSISTENTLY

NEGATIVE COMMENTARY.

IN ORDER TO COUNTERACT THESE NEGATIVE IMAGES OF THE U.S. AND TO ENCOURAGE E. GERMANS TO EXPAND THEIR CONTACTS WITH THE U.S., THE AMERICAN SOCIETY OBJECTIVES SHOULD PRESENT OUR INSTITUTIONS AND POLITICAL, ECONOMIC AND SOCIAL PROCESSES AS WORTHY OF RESPECT. OUR EMPHASIS ON RESPECT FOR THE RIGHTS OF OTHERS MUST BE STRESSED AS WELL AS OUR EFFORTS TO BROADEN HUMAN FREEDOMS IN THE U.S. AND TO INCREASE THE CAPACITY OF ALL AMERICANS TO SHARE IN OUR MATERIAL WEALTH.

2. THE AMERICAN SOCIETY OBJECTIVES

FROM THE ABOVE DISCUSSION IT APPEARS THAT USIS SHOULD PURSUE THE FOLLOWING OBJECTIVES:

A. DEMONSTRATE THAT U.S. POLITICAL AND ECONOMIC

INSTITUTIONS PROVIDE FOR INTELLECTUAL AND ARTISTIC FREEDOM AND ARE RESPONSIVE TO COMPETING SOCIAL FORCES.

B. REINFORCE LATENT RESPECT FOR U.S. TECHNICAL AND SOCIAL

ACHIEVEMENTS EXPOSING EAST GERMANS TO THE STRENGTH, DYNAMISM, AND APPEAL OF AMERICAN SOCIETY.

THE AGENCY IS PREPARING A NEW LIST OF PRIORITY THEMES. FOR THE PURPOSE OF THIS ANALYSIS WE USE THE THEMES WHICH APPEAR IN APPENDIX A OF THE CP INSTRUCTIONS. THE AMERICAN SOCIETY OBJECTIVES RELATE TO THEME NUMBERS 300, 400, AND 500.

IV. DISCUSSION OF YOUR COUNTRY PLAN SUBMISSION

A. RATIONALE

YOUR CP RATIONALE IS CONSONANT WITH THE USG OBJECTIVES AS

EXPRESSED IN THE PARM AND WITH THE ANALYSIS DESCRIBED IN SECTION III.

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B. OBJECTIVES

WE CONSIDER YOUR CP OBJECTIVES IN NEED OF SOME CHANGES AS OUTLINED ABOVE. THE ECONOMIC OBJECTIVE SHOULD ALSO NOTE THE PROMOTION OF U.S. EXPORT TRADE, PARTICULARLY IN SUPPORT OF U.S. PARTICIPATION IN THE LEIPZIG FAIR. THE BASIC JUSTIFICATION FOR FAIR PARTICIPATION IS, HOWEVER, THE AMERICAN SOCIETY OBJECTIVE.

C. AUDIENCES AND INFLUENCE STRUCTURE

THE AGENCY IS NOW PREPARING NEW INSTRUCTIONS FOR THE ANALYSIS OF COUNTRY INFLUENCE STRUCTURES AND NEW AUDIENCE DEFINITIONS. FOR THIS CYCLE, HOWEVER, CURRENT DEFINITIONS APPLY.

1. INFLUENCE STRUCTURE: YOUR CP SUBMISSION DOES NOT PROPERLY SUMMARIZE YOUR ANALYSIS OF THE INFLUENCE STRUCTURE AS REQUIRED IN THE CP INSTRUCTIONS. YOU ARE REQUESTED TO SUBMIT A STATEMENT OF YOUR ANALYSIS BY DEC. 15, 1977.

2. AUDIENCES: IN VIEW OF THE MODIFICATIONS IN OBJECTIVES RECOMMENDED ABOVE, YOU SHOULD REVIEW YOUR AUDIENCE CATEGORIES, AND EXPLAIN WHY YOU HAVE NOT ENTERED FIGURES FOR SECURITY/DEFENSE AND LABOR CATEGORIES. AS YOU HAVE NOT PROPERLY ANALYZED YOUR INFLUENCE STRUCTURE, YOU WILL HAVE TO COMPLETE THE ANALYSIS AND SUBMIT IT TO IEU BY DEC. 15, 1977.

D. POST PROJECT PROPOSALS

AGENCY MEDIA ARE PREPARED TO CONSIDER NEW PROJECT PROPOSALS TO REFLECT CHANGES IN YOUR SUBMISSION. HOWEVER, ALL SEVEN OF YOUR PROJECT PROPOSALS ARE SATISFACTORY IN THEIR PRESENT FORMAT.

E. ON-GOING ACTIVITIES:

ALL ON-GOING POST PROGRAM ACTIVITIES MUST MEET THE CRITERIA STATED IN THE GUIDELINES. WE FIND THE DISCUSSION OF POST ACTIVITIES ON PP 9, 10 AND 11 OF THE CP MEETS THESE GUIDELINES.

V. ACTION

AS STATED IN REF. A YOU ARE ASKED TO SUBMIT YOUR CP REVISIONS/OR A NEW PLAN BY SEPTEMBER 1. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CABLE IEU.

ONCE APPROVED THE CP WILL BE THE STANDARD FOR ALL JUDGMENTS ON THE POST'S ACTIVITIES FOR THE COMING YEAR. AGENCY MANAGERS AND INSPECTORS WILL USE THE CP AS THE BASIS OF OUR DISCUSSIONS DURING OUR

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FIELD VISITS. ALL AMERICAN OFFICERS AND SENIOR LOCAL PERSONNEL ARE EXPECTED TO BE THOROUGHLY FAMILIAR WITH BOTH THE AGENCY'S PROGRAM GUIDELINES AND THE APPROVED CP.

THIS MESSAGE HAS BEEN CLEARED IN SUBSTANCE WITH THE DEPARTMENT OF STATE. CHRISTOPHER

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